



IMMERSION

Immersion Study Tour

Program Name: Global Learning: Immersion Study Tour, July 2026

Duration: 8 Days 7 Nights

Next Intake: September 2026

Location: Paris

Level: O/A levels, Undergraduate & Graduate Fashion, Communications, Business & Management

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Immersion Description

Immersion is a 8-day immersive experiential learning program in Paris, the fashion capital of the world.

An Experiential Paris Fashion Week Tour providing the basic skills and knowledge needed to understand the international fashion industry. It includes industry visits, talks and seminars that will address topics including design, retail, craftsmanship, communication, fashion technology, and sustainability within the French and global fashion industry.

This educational tour will include behind the scenes understanding of the fashion industry, historical visits to DIOR and Yves Saint Laurent archives, interactive learning with visits at Louis Vuitton and Van Cleef & Arpels, Retail experiences with department store La Samaritaine, workshop with metier's de la maison de Chanel, and private chats and networking opportunities to further continue in this field of study or work.

Participation in this experiential learning program is an excellent initial stage of getting accustomed to the French fashion industry.

Immersion Objectives and Outline

The educational aims are:

- To develop the students to articulate an awareness of the historical, current, and future trends to succeed in their chosen career path within the fashion industry
- To provide a learning experience that is informed by interaction, reflective practice and engagement with the fashion industry and professionals
- To encourage the development of students' intellectual and communication skills, creativity, independence, critical self-awareness, and imagination which will enhance global employment opportunities upon graduating
- To offer the start-ups SME's and existing enterprises global business development strategies, connections and platform

Assessment

A participatory assignment shall be submitted as a cumulative and reflective understanding at the end of the course. The assessment is designed to incorporate the learnings from the entire course and allows the students to use it as an addition to their professional learning.

| Date | Unit | Focus Area | Objective |
|-------|------------------------|---|---|
| Day 1 | Welcome! | Orientation | <ul style="list-style-type: none"> To get the students comfortably settled within the city and set them up for success of the program. Check-in at hotel and brief of city Handling of transport tickets |
| Day 2 | Luxury Business Retail | Visual merchandising | <ul style="list-style-type: none"> Learning the significance of visual merchandising through interactive methods of analysing store layouts, display and merchandising systems Visit to luxury brand & department stores Welcome picnic under the Eiffel tower |
| Day 3 | Fashion History | History & Evolution in luxury and fashion | <ul style="list-style-type: none"> Immersing students into the history of Famous French brands, diving into their archives to comprehend the brand DNA, story and their iconic designs |
| Day 4 | Buying & Merchandising | Trend forecasting & fashion buying | <ul style="list-style-type: none"> Access to a leading fashion trade show, an undeniable source of inspiration for market trends Private chats and networking with fashion brands from around the globe Discover the trend forecasts of the next season Understanding wholesales and retail buying and how the business works |

| | | | |
|-------|----------------------|---------------------------------------|---|
| Day 5 | Luxury Craftsmanship | Haute couture: design and accessories | <ul style="list-style-type: none"> • Gain understanding of how French Haute Couture & accessory brands mix tradition and innovation to create products adapted to today's exclusive luxury market • immerse in the workmanship, techniques and French "savoir-faire" to produce high luxury products |
| Day 6 | Fashion Innovation | Fashion technology and sustainability | <ul style="list-style-type: none"> • Introduce students to current fashion-tech trends • Practically explore the various methods of sustainability and circular fashion • Discovery of fashion-tech machines, platforms, upcoming trends and evolution • Converse with early-stage fashion tech startups and brands |
| Day 7 | Communication | Luxury Marketing B2B | <ul style="list-style-type: none"> • Critically and practically explore the various methods of delivery of client messages, public address, and broadcast quality communications • Farewell boat tour with panoramic view of Paris |
| Day 8 | Au Revoir Paris | | <ul style="list-style-type: none"> • Hotel check-out • Students fly back |

**Note: Please note this is a sample itinerary for your understanding*



Admission Process

Prerequisites:

To qualify for this course, you must be currently enrolled in a school, college or university in a design, communication, fashion or business degree/diploma.

Application deadline:

- Prepare a copy of your ID card and passport
- Fill out the application form on the course page and attach your CV
- You will be contacted to schedule an interview with the Orientation Office
- Wait to hear back from L'Adresse Paris and proceed with payment if admitted You will then receive an acceptance letter to be submitted for the student Visa

Student eligibility criteria:

- *Students studying Business, Fashion, Design, Art, Textile, Journalism, Communication, Innovation, Entrepreneurship, Marketing, History & Tourism are encouraged to apply*
- *Undergraduates and Graduates (Preferably early year students)*

TimeLine:

TBD based on the intake.



Fees

| Fee Type | Amount (in Euros) |
|---|-------------------------|
| Program Fee includes: - Program Administration & Coordination - Workshops & Industry Visits along with Museum Entries - Local Transportation (8 days) - Student-accommodation (8 days) | 2900 |
| Bank transfer fee | 60 |
| TOTAL | 2960 |

**Fee transfer charges of € 60 is included to the total amount payable*

The visa is not provided or guaranteed by L'Adresse Paris. In the case of a student's visa request being declined, they will receive a full refund excluding €250 administration fee



Housing & Transportation

The educational tour duration is 8 days and 7 nights. Student residential accommodation is provided to the students for the full duration of the program in the region of greater Paris, ile-de-france.

The educational tour fee includes tickets to ALL the museums and visits mentioned in the course outline, this is exclusive of airfare, food, and any personal shopping or excursions after class hours.

Metro/Train/Bus transportation cards will be provided to the students upon their arrival for the duration of the program.

Airport to-and-from the hotel is not included. Shuttle service to-and-from airport shall be arranged for the students for an additional € 85 per student.

Air Flight Ticketing

Air fare is not included in the program and is at the student's cost. Once the visa is confirmed, students shall submit paid airplane tickets to L'Adresse 4 weeks prior to departure date.



FREQUENTLY ASKED QUESTIONS

What is included in the course fee?

The course fee includes the following: Accommodation, public transportation within Paris for the course activities during (8 days), tickets to all of the exhibitions and visits mentioned in the course outline, and the application fee.

Where is the hotel located?

The student accommodation will be located in the greater Paris region, Île-de-France. The address will be provided during orientation week.

Will each student be given a separate room?

Rooms will be shared between 3-4 students. Students who wish to have an independent room can request an additional € 100 per night.

What happens if my student visa is not approved?

L'Adresse Paris does not guarantee a visa. Should the student's visa be declined, they will receive a full refund on the course fees excluding the administration fees which is 250 Euros.

What happens if I change my mind on attending the course for any personal or professional reason?

Visa refusal: full refund excluding the administration fee

- 30 days to the course start-date: 50% refund

- 7 days to the course start date: No refund

Will L'Adresse help me with the visa application process?

No, the student is fully responsible for attaining the student visa. L'Adresse will provide assistance on preparation of documentation and the acceptance letter that shall be required for visa application.

Is air-flight included in the course fee?

Flight tickets shall be reserved by L'Adresse and paid additionally after visa appointment is confirmed by AEG services.

Will food be included?

The student is responsible for paying for meals including breakfast, lunch and dinner.

How will I get to and from the airport upon arrival in Paris?

L'Adresse will provide shuttle transportation to and from the airport. Students are required to pay € 85 additionally for pick-up and drop-off.

Are we allowed to sightsee Paris on our own after class hours?

Yes, the students are free to explore the city of Paris independently after class hours. Class hours are generally between 10 am - 5 pm.



Can I extend my stay in Europe after the course is finished?

No, the students have to arrive as a group and fly back together as a group. All passports will be submitted to L'Adresse upon arrival and shall be handed back at the airport for check-in.

Can I visit any family members/friends in Paris?

The students can only see their family/friends that they have confirmed upon their program application and pre-approved by L'Adresse. Visiting hours are between 6pm - 9pm.

What happens in the case of an emergency, or if I need to go to the hospital?

Assistance shall be provided in getting the help that you need, however the student is required to have their own travel and health insurance in order to pay for health expenses. L'Adresse is not responsible for paying for any medical bills or the travel insurance neither for any emergency charges

Will the cumulative assignment be graded?

The assignment is of a participatory project that will give the students the opportunity to add to their personal portfolio. The lecturer will provide feedback on the assignment.

Contact Information

For more information on this course please contact:

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The following outline is tentative and subject to change due to unforeseen circumstances and availability of certain professionals. Please use this as a guideline to get a better understanding of the course and what it entails. A final itinerary shall be shared 3 days prior to the start-date of the program.